AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1.   (Currently Amended) A particular-information displaying method of receiving image data on a service button or banner advertisement from a first server, the service button or banner advertisement allowing a user to instruct a least one image printing or image or sound uploading service to be carried out, the method comprising the steps of:

causing the user's communication device to transmit particular service provider identification information associated with a particular service to a first server, wherein the particular service provider identification information is provided to the user by a provider of the particular service;

causing the first server to transmit image data on the service button or banner advertisement corresponding to a particular service determined based on the particular service provider identification information to the user's communication device upon receiving the particular service provider identification information from the user's communication device;

causing the user's communication device to receive the image data on the service button or banner advertisement from the first server; and

causing the user's communication device to display an image of the service button or banner advertisement as part of the display provided by a predetermined image data viewer application wherein the predetermined image data viewer application installed in a user's communication device is activated and displayed on the display device, on the basis of the received image data on the service button or banner advertisement,

wherein the predetermined image data viewer application displays the image of the service button or banner advertisement simultaneously with image data files or sound data files of the user, and wherein the user instructs the particular service to be performed on at least one of the image data files or sound data files by selecting the at least one of the image data files or sound data files and selecting the service button or banner advertisement, using an interface of the predetermined image data viewer application,

wherein the service button or banner advertisement is associated with a URL of a service server of the particular service provider and wherein when the user selects the service button or banner advertisement, the predetermined image data viewer application activates a Web browser and gives the URL of the service server to the Web browser such that the Web browser connects to the service server of the particular service provider.

2.   (Currently Amended) The particular-information displaying method according to claim 1, further comprising the step of causing the first server to issue and transmit the particular service provider identification information to a second server.

3.   (Previously Presented) The particular-information displaying method according to claim 1, further comprising the step of causing a second server to issue and transmit the image data on the service button or banner advertisement to the first server.

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4.   (Previously Presented) The particular-information displaying method according to claim 1, further comprising the step of transmitting, when the user has selected the service button, button selection information to the first server, the button selection information indicating that the service button has been selected, and also transmitting the button selection information to a second server which provides a selected service.

5.   (Currently Amended) The particular-information displaying method according to claim 4, further comprising the step of causing the first server to issue and transmit the particular service provider identification information to the second server.

6.   (Previously Presented) The particular-information displaying method according to claim 4, further comprising the step of causing the second server to issue and transmit the image data on the service button or banner advertisement to the first server.

7.   (Currently Amended) The particular-information displaying method according to claim 1, further comprising the step of transmitting the particular service provider identification information from a second server associated with the provider of the particular service to the user's communication device via a portable recording medium.

8.   (Currently Amended) The particular-information displaying method according to claim 7, further comprising the step of causing the first server to issue and transmit the particular service provider identification information to the second server.

9.   (Previously Presented) The particular-information displaying method according to claim 7, further comprising the step of causing the second server to issue and transmit the image data on the service button or banner advertisement to the first server.

10.   (Currently Amended) A menu service method, comprising the steps of:

causing a user's portable terminal and/or a client computer to transmit identification information on a service company to a menu server, wherein the identification information is provided to the user by the service company;

causing the menu server to transmit menu button information corresponding to the received identification information on the service company, to the client computer;

causing the client computer, which has received the menu button information, to display a screen provided by a predetermined client application on a display of the client computer, and to display menu buttons as part of the predetermined client application on the screen of the display in accordance with the menu button information on the basis of the predetermined client application when the predetermined client application installed in the client computer is activated, so as to access a service server of the corresponding service company on the basis of operation of the menu buttons,

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wherein the predetermined client application displays the menu buttons simultaneously with image data files or sound data files of the user, and wherein the user instructs at least one of particular services corresponding to the service company to be performed on at least one of the image data files or sound data files by selecting the at least one of the image data files or sound data files and selecting at least one of the menu buttons, on the screen provided by the predetermined client application, and wherein the service button or banner advertisement is associated with a URL of a service server of the particular service provider and wherein when the user selects the service button or banner advertisement, the predetermined image data viewer application activates a Web browser and gives the URL of the service server to the Web browser such that the Web browser connects to the service server of the particular service provider; and

causing a menu server operation company administering the menu server to bill the service company.

11.   (Previously Presented) The menu service method according to claim 10, wherein when a menu update button displayed on the display is operated on the basis of the client application, the client computer transmits the identification information on the service company to the menu server.

12.   (Previously Presented) The menu service method according to claim 10, wherein the identification information on the service company is provided to the user by transmission from a communication device of the service company to the user's portable terminal by short-

distance radio communication, and is transmitted from the portable terminal to the menu server

directly or via the client computer.

13.   (Previously Presented) The menu service method according to claim 12, wherein

when a menu update button displayed on the display is operated on the basis of the client

application, the client computer transmits the identification information on the service company

to the menu server.

14.   (Previously Presented) The menu service method according to claim 10, wherein

the identification information on the service company is manually input using an input device of

the user's portable terminal and transmitted directly to the menu server using a communication

function of the portable terminal.

15.   (Previously Presented) The menu service method according to claim 10, wherein

the identification information on the service company is manually input using an input device of

the client computer and transmitted from the client computer to the menu server.

16.   (Previously Presented) The menu service method according to claim 15, wherein

when a menu update button displayed on the display is operated on the basis of the client

application, the client computer transmits the identification information on the service company

to the menu server.

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17.   (Previously Presented) The menu service method according to claim 10, wherein

the menu server administers, for each user, menu button information corresponding to the

identification information on the service company, and when the menu update button displayed

on the display is operated on the basis of the client application to receive a menu update request

together with the user's identification information, the menu server transmits menu button

information corresponding to the user to the user's client computer.

18.   (Previously Presented) The menu service method according to claim 10, further

comprising the steps of:

causing the client computer to transmit a request for counting of the number of accesses

to the service company corresponding to the menu buttons, to the menu server on the basis of

operation of the menu buttons;

each time when the menu server receives the request for the counting of the number of

accesses to the service company, from the client computer, causing the menu server to count up

the number of accesses to the service company; and

causing the menu server operation company to bill the service company on the basis of

the number of accesses.

19.   (Previously Presented) The menu service method according to claim 18, wherein

when a menu update button displayed on the display is operated on the basis of the client

application, the client computer transmits the identification information on the service company

to the menu server.

20. (Previously Presented) The menu service method according to claim 18, wherein

the identification information on the service company is provided to the user by transmission

from a communication device of the service company to the user's portable terminal by short-

distance radio communication, and is transmitted from the portable terminal to the menu server

directly or via the client computer.

21. (Previously Presented) The menu service method according to claim 20, wherein

when a menu update button displayed on the display is operated on the basis of the client

application, the client computer transmits the identification information on the service company

to the menu server.

22. (Previously Presented) The menu service method according to claim 18, wherein

the identification information on the service company is manually input using an input device of

the user's portable terminal and transmitted directly to the menu server using a communication

function of the portable terminal.

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23.   (Previously Presented) The menu service method according to claim 18, wherein

the identification information on the service company is manually input using an input device of

the client computer and transmitted from the client computer to the menu server.

24.   (Previously Presented) The menu service method according to claim 23, wherein

when a menu update button displayed on the display is operated on the basis of the client

application, the client computer transmits the identification information on the service company

to the menu server.

25.   (Previously Presented) The menu service method according to claim 18, wherein

the menu server administers, for each user, menu button information corresponding to the

identification information on the service company, and when the menu update button displayed

on the display is operated on the basis of the client application to receive a menu update request

together with the user's identification information, the menu server transmits menu button

information corresponding to the user to the user's client computer.

26.   (Currently Amended) A menu service system, comprising:

a client computer; and

a menu server of a menu server operation company, wherein:

the client computer has a function of displaying a screen, provided by a predetermined client application installed in the client computer, on a display of the client computer when the client application is activated, a function of transmitting identification information of a service company, provided to the user by the service company, input manually or from a portable terminal on the basis of the predetermined client application, to the menu server, a function of displaying menu buttons corresponding to the menu button information received from the menu server on the display on the basis of the client application, a function of accessing a service server of a corresponding service company on the basis of operation of the menu buttons displayed on the display, and a function of notifying the service server of the service company of the identification information on the service company upon each access to the service server of the service company,

wherein the predetermined client application displays the menu buttons simultaneously with image data files or sound data files of the user, and wherein the user instructs at least one of particular services corresponding to the service company to be performed on at least one of the image data files or sound data files by selecting the at least one of the image data files or sound data files and selecting at least one of the menu buttons, on the screen provided by the predetermined client application, and wherein the service button or banner advertisement is associated with a URL of a service server of the particular service provider and wherein when the user selects the service button or banner advertisement, the predetermined image data viewer application activates a Web browser and gives the URL of the service server to the Web browser such that the Web browser connects to the service server of the particular service provider

the menu server has a function of transmitting, to the client computer, menu button information corresponding to the identification information on the service company received from the client computer, a function of counting the number of access notifications from the client computer for each service company to manage the number of accesses.

27.   (Previously Presented) The menu service system according to claim 26, wherein when a menu update button displayed on the display is operated on the basis of the client application, the client computer transmits the identification information on the service company, user identification information, and a menu update request to the menu server.

28.   (Previously Presented) The menu service system according to claim 27, wherein the menu server has a function of managing, for each user, the menu button information corresponding to the identification information on the service company, and upon receiving the user identification information and the menu update request, transmits menu button information corresponding to the user, to the user's client computer.

29.   (Previously Presented) The menu service system according to claim 26, wherein the portable terminal has a radio communication function of executing short-distance radio communication with communication device of the service company to receive the identification information on the service company, and a function of inputting the received identification information on the service company to the client computer.

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30.   (Previously Presented) The menu service system according to claim 29, wherein when a menu update button displayed on the display is operated on the basis of the client application, the client computer transmits the identification information on the service company, user identification information, and a menu update request to the menu server.

31.   (Previously Presented) The menu service system according to claim 30, wherein the menu server has a function of managing, for each user, the menu button information corresponding to the identification information on the service company, and upon receiving the user identification information and the menu update request, transmits menu button information corresponding to the user, to the user's client computer.